

CUSTOMER SUCCESS STORY



Seamlessly scaling site availability to improve user experience

“

Cloudride is by far our service provider of choice. From the beginning of the relationship through contract negotiation to implementation - they are fair, flexible, technically competent, and communicate all along the way.

ERIT KRISTAL PM @ MY DNA

”

THE CHALLENGE:

DNA Net's infrastructure was built on private web hosting. Due to rapid increase in demand, DNA was seeking a fast and effective solution that will enable immediate traffic scaling, and help avoid system overloads, slow/blocked registration, and cut-off in video conferences, with an overall aim of increasing user satisfaction during digital events and on registration to pregnancy events and classes.

THE GOAL:

Building a scalable, robust cloud infrastructure to support peak usage times while maintaining the highest standards, flexibility and cost efficiency. The main goal was to balance routine platform use, and peak periods, by real-time autoscaling of website availability, while improving overall user experience.

THE RESULTS:

↑ 1000%

Increase in System Traffic
Capacity Scaling

↑ 60%

Improvement in User
Experience

THE CLOUDRIDE SOLUTION:

To improve availability at site load times and to prevent site crashes, autoscaling was used for adding or downloading servers as needed, in addition to establishing a load balancer to help maintain high survivability and load routing, after routing traffic between several different servers located at different physical sites.

Another requirement was to improve the user experience through an efficient and fast site upgrade process from time to time. With the help of the CI/CD process, we allowed developers to deploy new code at any time of the day with zero disruption or impairment of site availability.

CloudFront

CloudFront is a fast content delivery network (CDN) service that securely delivers data, videos, applications, and APIs to customers globally with low latency and high transfer speeds.

The following components are connected to the CloudFront network:

- Application Load Balancer
- S3 - Static Website

Security Group

Security Group is a “Firewall” service inside the VPC.

Elastic Load Balancer

ELB allowed us to distribute the load over several instances.

We've created an Application Load Balancer for the Auto Scaling Group, with a health check to the index.php path.

CI/CD

GitHub Actions

We're using the GitHub action as our CD pipeline.



THE RESULT:

- DNA is using Amazon Elastic Compute Cloud (Amazon EC2) and Amazon Simple Storage Service (Amazon S3) to host its corporate website and added capabilities including Elastic Load Balancing and Auto Scaling, from its website to its core business processes thus saving money while improving performance.
- The AWS-based infrastructure is deployed in a survivor configuration that allows for disaster recovery, and is flexible to grow and decrease on the infrastructure side according to the load created across the site.
- Improving the user experience by implementing the CI/CD process to upgrade and deploy the site in real-time without compromising user experience.
- Using AWS, DNA was able to transform its technology to be efficient, reliable, flexible, and fast.

“

As a certified Amazon partner, and with the importance of carrying out an optimal migration within a short time-frame and accurate budget, while the platform is in peak demand - we worked closely with Amazon from the very beginning, in close collaboration. Amazon has supported the deployment process, from the architecture review, through ongoing support during the project to going-live

DANNY LEV RAN, CLOUDRIDE CEO

”



REACH OUT



PHONE NUMBER

+972-79-300-1490



MAILING ADDRESS

4 Hanehoshet Street, Tel Aviv



EMAIL ADDRESS

hello@cloudride.co.il



FACEBOOK

[@cloudride2](#)



LINKEDIN

[Cloudride](#)



BLOG

<https://www.cloudride.co.il/blog>